

Date: July 29, 2004

To: FCC

Fr: Global Fund for Women

As an organization strongly committed to equality for women, The Global Fund for Women (GFW) understands the power of the media in American society to positively impact women's lives. Increased access and exposure to media informs women when their rights are at risk, promotes positive images of women, and helps them to make informed decisions about their future and the future of this country. For this reason we strongly support greater diversity in media ownership, employment and programming.

GFW believes that a la carte pricing could have a significant negative impact on the so-called "niche" networks, such as Oxygen, that cater to particular interests or demographics such as women, minorities, gays and lesbians and non-English language speakers.

Niche networks that cater to women and other targeted audiences already have a very difficult time getting distribution on cable. A la carte would only exacerbate this problem and make it more difficult for these channels to attract advertisers or subscribers.

Respectfully Submitted,

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President & CEO  
Global Fund for Women